

PROJECT WORK PLAN – San Diego

Project Name: Aging & Disability Resource Center Program

Project Manager: Evalyn Greb

Nbr	Major Objectives	Key Tasks	A. Measurable Outcome(s) B. Projected Timeline	Lead Person(s)
1	Ensure Network of Care website is operating at full capacity with the most current and up-to-date information possible. This will establish an on-going internal quality monitoring process to ensure that I&A staff responding to consumer calls and consumers, caregivers and providers using the NoC website will have access to comprehensive, accurate, and reliable information. Such a process is also necessary to facilitate effective evaluation and quality improvement activities, as outlined in Objective #5.	<ul style="list-style-type: none"> Work with appropriate County staff, Network of Care website developer (Trilogy Integrated Resources, LLC) and sub-contracted database provider (Inform San Diego) to ensure website information is accurate and timely, with on-going database maintenance 	<p>A. AIS to clarify and enforce current contracted responsibilities of both parties and make necessary contract amendments for the purposes of this grant initiative, where appropriate</p> <p>B. On-going throughout entire grant period</p>	<ul style="list-style-type: none"> Rick Wanne, AIS Call Center Manager
2	Expand current LTCIP Community Education Workgroup to serve as Resource Center Advisory Group	<ul style="list-style-type: none"> Identify and recruit additional members to ensure broad representation from a diverse mix of stakeholders, including individual consumers, caregivers, physicians, local community-based providers, and other agencies that may be impacted by the ADRC program 	<p>A. Convene initial Advisory Group meeting to educate members on ADRC grant initiative, purpose of Advisory Group and relationship to LTCIP Community Education Workgroup and integration strategies</p> <p>B. August 1, 2004</p>	<ul style="list-style-type: none"> Evalyn Greb, Project Manager
		<ul style="list-style-type: none"> Hold periodic workgroup meetings to monitor Resource Center activity and provide input 	<p>A. Advisory Group meets on a regular basis to participate in making decisions and recommendations regarding the optimum make-up and on-going</p>	<ul style="list-style-type: none"> Evalyn Greb, Project Manager

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			role of Group and issues related to continuous quality improvement for the Resource Center B. On-going	
3	Secure human resources to organize and complete focus groups, survey design and evaluation. Evaluation activities will include measurable performance goals to assist in improving Resource Center operations over time and to determine overall effectiveness of the Resource Center concept	<ul style="list-style-type: none"> Procure sole source contract with Dr. Mark Meiners, a national program evaluation expert, to complete focus group and evaluation activities 	<p>A. Three-year sole source contract in place with Dr. Meiners for San Diego focus groups and evaluation /pre and post -intervention survey design for both San Diego and Del Norte Counties</p> <p>B. August 1, 2004</p>	<ul style="list-style-type: none"> Tracy Hudson, AIS Contracts Manager
4	Examine critical pathways of consumers to long term care support options, information, assistance and decision-making with the goal of improving collaboration and linkages between and among consumers, caregivers, local physicians and health and social service providers	<ul style="list-style-type: none"> Pre- and post-surveys will provide information on baseline pathways to LTC resources, information and decision-making and the impact of the interventions by the end of the grant period 	<p>A. Dr. Meiners will work with staff to develop surveys tailored to Resource Center Grant objectives, based on Cash and Counseling treatment group survey, capturing existing and post-intervention critical pathways</p> <p>B. Survey design to be completed by January 1, 2005</p>	<ul style="list-style-type: none"> Dr. Mark Meiners, Lora Connolly (CDA), Sandy Fitzpatrick (Del Norte), Evalyn Greb
		<ul style="list-style-type: none"> Pre-survey information will be used to target existing critical pathway professionals for engagement in developing Resource Center interventions and outreach 	<p>A. Survey information will be collected and analyzed, and existing critical pathways identified for targeted outreach regarding linkage development with the Resource Centers</p>	<ul style="list-style-type: none"> Dr. Mark Meiners and CA LTC Integration Center

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			B. Surveys to be completed and analyzed by March 30, 2005	
5	Test current AIS Call Center and Network of Care (NoC) capacity and responsiveness. Assess user satisfaction; identify problem areas; make suggestions for improvements; enhance NoC website as a communication and community resource tool. Activities will support quality improvement and continuous program improvement for Resource Center and Network of Care	<ul style="list-style-type: none"> Focus group testing with AIS Call Center staff, providers, caregivers and consumers of all types, including seniors, ethnic minorities and persons with disabilities, as permitted by resources 	<p>A. Complete Focus Groups and list of recommendations for Call Center and NoC enhancements</p> <p>B. Start date: August 1, 2004 Completed by: June 30, 2005</p>	<ul style="list-style-type: none"> Dr. Mark Meiners, Consultant, and Evalyn Greb
		<ul style="list-style-type: none"> Examine potential of “My Folder” as a tool for consumers to have a summary of health and social services available on-line for sharing via passcode or for printing out to make available to providers 	<p>A. To occur within Focus Groups and be included in recommendation</p> <p>B. Completed by: June 30, 2005</p>	<ul style="list-style-type: none"> Dr. Mark Meiners and Evalyn Greb
		<ul style="list-style-type: none"> Examine potential of the web site builder function as a tool to assist providers and community-based organizations in building their own web sites 	<p>A. To occur within Focus Groups and be included in recommendation</p> <p>B. Completed by: June 30, 2005</p>	<ul style="list-style-type: none"> Dr. Mark Meiners and Evalyn Greb
		<ul style="list-style-type: none"> Define changes needed for database as a result of focus group findings; work with database owner to make initial database 	<p>A. Analyze recommended changes; negotiate with Trilogy to make website changes and enhancements</p>	<ul style="list-style-type: none"> Evalyn Greb, Rick Wanne, Mark Meiners, Trilogy Integrated Resources, LLC

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		changes	B. Completed by: September 30, 2005	
		<ul style="list-style-type: none"> Identify how to systematically capture this process as an on-going continuous quality improvement process 	A. Revise current feedback loop to reflect findings of focus groups regarding methods of continuously improving resource information and access B. Completed by: September 30, 2005	<ul style="list-style-type: none"> Call Center staff, Evalyn Greb, Dr. Mark Meiners, Trilogy Integrated Resources
		<ul style="list-style-type: none"> Work with Trilogy to ensure that all negotiated website enhancements are accurate and made on a timely basis 	A. Website enhancements are completed within negotiated timeframe B. On-going	<ul style="list-style-type: none"> Rick Wanne, Evalyn Greb, Dr. Mark Meiners, Trilogy Integrated Resources
6	Public education and training programs on LTC support resources and information, including health education and self-care management, to promote healthy lifestyle choices and increase awareness and use of the Resource Center to assist the aged and disabled in remaining as independent as possible in the community	<ul style="list-style-type: none"> Secure human resources to organize and complete training programs and outreach and education activities 	Contracts in place for 24-30 months with appropriate outreach and referral specialists to work in conjunction with AIS staff and Dr. Meiners to administer and analyze surveys and complete education and outreach activities in targeted community settings B. January 1, 2005	<ul style="list-style-type: none"> Tracy Hudson, AIS Contracts Manager, Evalyn Greb and Mark Meiners
		<ul style="list-style-type: none"> Hold periodic trainings at the AIS Call Center as well as in naturally occurring community gathering places for seniors, caregivers and persons with disabilities (e.g., Senior Centers, libraries, pharmacies, hospitals, clinics, physician group offices, Regional 	A. AIS Outreach Staff and contract workers will develop schedule and complete periodic outreach based on 1) pre-intervention survey findings regarding critical pathways, and 2) analysis of demographic database for disparities in health and utilization	<ul style="list-style-type: none"> Chuck Matthews, Division Chief-AIS Aging Programs, Outreach Staff and contract workers

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		Centers, health and social service providers' offices, etc)	of services B. To begin April 1, 2005 and continue through June 30, 2007	
7	Underserved/under-utilizing target population outreach with AIS Info Van paired with culturally appropriate human resources in naturally occurring neighborhoods of diversity. The goal is to address disparities and challenges in serving hard to reach populations in need long term care, make recommendations for possible interventions and appropriate outreach methods and localities and complete targeted outreach based on recommendations	<ul style="list-style-type: none"> Utilize UCLA California Health Interview Survey (CHIS) database to sort San Diego neighborhoods by age and disability by ethnic group to focus outreach efforts appropriately 	A. Develop local tables identifying most vulnerable populations using UCLA CHIS database B. Completed by: March 30, 2005	<ul style="list-style-type: none"> Chuck Matthews and Evalyn Greb
		<ul style="list-style-type: none"> Work in conjunction with community partners serving minority groups to focus on individuals who are underserved or under-utilizing public health and social services and LTC resources Utilize AIS Community Outreach & Education staff and grant funded staff/translators and bi-lingual health and human service professionals to provide targeted outreach, education and assistance to targeted ethnic minority groups regarding long term care support 	A. Meet with community partners to develop list of individuals at high risk within San Diego agencies and define a strategy for outreach and assistance that responds to diverse needs B. Completed by: March 30, 2005 A. Scheduled outreach to targeted underserved and underutilizing populations is completed B. April 1, 2005 through June 30, 2007	<ul style="list-style-type: none"> Chuck Matthews and Evalyn Greb AIS Outreach Staff and contract workers

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		options, programs, services, eligibility, etc.		
		<ul style="list-style-type: none"> Schedule and advertise “Benefit Analysis” clinics in identified target locations to assist those who are underserved/under-utilizing to obtain appropriate public benefits 	<p>A. Need will be determined based on findings of Outreach Staff while in the naturally occurring gathering places of persons identified as underserved/under-utilizing</p> <p>B. July 1, 2005 through June 30, 2007, as determined by need</p>	<ul style="list-style-type: none"> AIS Outreach Staff and contract workers
8	Raise community visibility of Resource Center through media coverage to increase awareness, access and use of Resource Center	<ul style="list-style-type: none"> Procure media contract to develop brochure, posters and other handouts for Resource Center 	<p>A. Contract in place with media expert to develop and complete brochure and other handouts for Resource Center</p> <p>B. January 1, 2005</p>	<ul style="list-style-type: none"> Tracy Hudson, AIS Contracts Manager
		<ul style="list-style-type: none"> Develop, print and disseminate Resource Center brochure and handouts at community outreach events; distribute to local physician offices, community-based service organizations, and other appropriate localities identified during focus group testing 	<p>A. Resource Center brochure and handouts developed</p> <p>B. Completed by June 30, 2005; on-going distribution</p>	<ul style="list-style-type: none"> Media contractor, Evalyn Greb (AIS), Lora Connolly (CDA), and AoA
		<ul style="list-style-type: none"> Procure media contract to develop print advertisements for Resource Center 	<p>A. Contract in place with media expert to develop and publish print advertisements</p> <p>B. January 1, 2006</p>	<ul style="list-style-type: none"> Tracy Hudson, AIS Contracts Manager

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		<ul style="list-style-type: none"> Create Resource Center advertisements for local newspapers and magazines, including those targeting caregivers, seniors, and persons with disabilities and/or minority groups 	A. Resource Center print advertisements developed and circulated B. Completed by June 30, 2006	<ul style="list-style-type: none"> Media contractor, Evalyn Greb (AIS), Lora Connolly (CDA)
		<ul style="list-style-type: none"> Procure media contract to develop and produce radio and/or television commercials for Resource Center 	A. Contract in place with media expert to develop and produce commercials B. January 1, 2007	<ul style="list-style-type: none"> Tracy Hudson, AIS Contracts Manager
		<ul style="list-style-type: none"> Message development and production of radio and/or television commercials that reach identified target populations including AIS's own weekly radio program and other modes of telecommunication identified in focus group testing 	A. Resource Center commercials developed and produced B. Completed by June 30, 2007	<ul style="list-style-type: none"> Media contractor, Evalyn Greb (AIS), Lora Connolly (CDA)